LiveWell NKY Community Coalitions

The mission of LiveWell NKY is to encourage communities to work together to build and support healthy environments, systems, and behaviors to help to make Northern Kentucky the healthiest region in the country! LiveWell NKY provides a common framework, necessary support, and inspiration for all of us to join together in a movement towards better health.

LiveWell NKY 2.0: Healthy People, Healthy Communities—What it is:

LiveWell NKY 2.0: Healthy People, Healthy Communities is a community-wide initiative to work with communities/coalitions at the local level to advance healthy eating, active living, and tobacco-free initiatives through policy, systems, and environmental changes that will improve the health outcomes of NKY. This initiative will consist of two tracks that will provide funding and technical assistance to assist coalitions.

TRACK 1—Community Mobilization:
This track provides funding to strategically develop community coalitions. Funding will be awarded solely for the purpose of developing a new plan. The Community Mobilization Track will work with up to three communities to develop coalitions with funding not to exceed $1,000 per each coalition.

Link or QR Code to Apply: (14 questions)
https://www.surveymonkey.com/r/9JN7C7M

Objectives for funding include:
- Identify key stakeholders from various sectors within the community.
- Implement strategies to gain community input (needs/barriers) for addressing the top three risk factors contributing to heart disease (physical activity, nutrition and tobacco use). Strategies could include community assessments, focus groups, and/or community listening sessions.
- Determine goals, strategies and an action plan to address the identified health priority.
- Develop a communication and/or market plan.
- Submit quarterly progress reports (template will be provided for report requirements).
- At least 20% of members of the coalition must attend required trainings.

Criteria for Eligibility:
- Communities that do not currently have an active or strong coalition/group, or newly formed group with a focus on reducing heart disease.
- Priority will be given to communities located in vulnerable areas as identified on NKY Health Equity Map within Boone, Campbell, Grant, and Kenton counties.
- Have an identified fiscal agent, or be willing to partner with the YMCA of Greater Cincinnati to use as the fiscal agent for the funds.
TRACK 2—Community Activation:
This Track provides funding to existing coalitions to take action in addressing at least two of the three health priorities (healthy eating, physical activity and tobacco free environments) through policy, systems and environmental changes. Funding for the this Track will be awarded solely for the purpose of implementing the action plan. The Community Activation Track will provide funding to work with up to five coalitions for the purpose of implementing the action plan, with funding not to exceed $3,500 per each coalition.

**Link or QR Code to Apply: (21 questions)**
https://www.surveymonkey.com/r/9J6NR68

**Objectives for funding include:**
- Implement the action plan to advance healthy eating, active living and tobacco free initiatives through policy, systems and environmental changes.
- Continue to engage and communicate with partner organizations and local people to support the action plan.
- Develop an evaluation plan for interventions.
- Submit and implement current communication and/or market plan.
- Maintain the action plan to continuously address priority health issues.
- Submit quarterly progress reports (template will be provided for report requirements).
- Analyze post intervention evaluation data and submit final report, including recommendations for improvement and next steps.
- At least 20% of the coalition must attend required trainings.

**Criteria for Eligibility:**
- Coalition has been established for at least 2 years
- Must have an action plan developed that addresses at least 2 priority health issues.
- Must have current communication plan in place (Facebook or other social media outlet).
- Priority will be given to communities located in vulnerable area as identified on NKY Health Equity Map within Boone, Campbell, Kenton, and Grant Counties.
- 80/20 match (match can be either an actual expenditure (cash) or a virtual cost (in-kind contribution). In-kind match contributions come in the form of the value of personnel, goods, and services (including direct and indirect costs)).
- Applicants must be a 501(c)3 nonprofit organization, as classified by the IRS, or governmental agency serving Northern KY communities, or use a fiscal agent who is a 501(c)3 status.

**The LiveWell NKY 2.0 funding application will be open**
**August 1, 2021—September 30, 2021**